

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Barbara J. Boe, et al.
Serial No.: 09/966,845
Filing Date: September 28, 2001
Confirmation No.: 4972
Group Art Unit: 3622
Examiner: Yehdega Retta
Title: SYSTEM AND METHOD FOR PROFILING
 CUSTOMERS FOR TARGETED MARKETING

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

RESPONSE TO EXAMINER'S ACTION

In response to the Official Action issued October 19, 2010, Applicant respectfully requests the Examiner to reconsider the rejection of the claims and the objections to the Application in view of the following amendments and/or comments as set forth below.